

GENUINE *STONE*



Genuine Stone and the Coin Logo are registered trademarks of the Natural Stone Council. They can be used separately or together. When used together, the combination is referred to as the “Genuine Stone Logo”.

This identity system was developed to create a distinct and consistent visual image for Genuine Stone®. Careful use of the Genuine Stone® Logo and other elements of the visual system help unify and establish a strong brand. This document covers rules to follow for those responsible for implementation of the identity system. It describes best use of the Genuine Stone® Logo, colors and elements.

A strong brand carries many advantages. If a brand name has strong positive associations – such as superior quality, inclusivity and noble aspirations – consumers will be predisposed towards services carrying that brand name. As a result, a strong brand can help an entity reach its goals, as well as withstand the ups and downs of the market. Creating a strong brand requires a clear, simple and unified approach.

This is accomplished by:

A common look – One identity and design system

Unified messages – Clear positioning and value propositions

Being brand ambassadors – Reinforcing brand initiatives through consistent use of the *Genuine Stone® Logo*

If you have any additional questions, please contact Deena Crawley with McKee Wallwork Cleveland at 888.821.2999 or dcrawley@mwcmail.com.

The Genuine Stone® Logo comes in four distinct colors. Each color was chosen to complement material colors that can be found in typical residential and commercial interiors. When selecting the appropriate option be sure to review the color palette of your particular usage (i.e. business card, letterhead, power point presentation, etc.). When the palette is of a neutral value (i.e. black & white, grays, earth-tones), any of the four options are appropriate. If the palette is not of a neutral value, use “The Silver Coin” or “The Steel Coin”.

“The Silver Coin”



“The Brass Coin”



“The Copper Coin”



“The Steel Coin”



While utilizing one of the four color options is the preferred method, there will be times when they will not be the most appropriate solution. These instances would include such usages as printing to a lower-quality output device (i.e. Newsprint, Facsimile), single-color or black and white printing or against a dark-colored background.

One-Color Solution

*Typical Usages: Commercial Offset Printing (less than 4-color process)
Black & White Non-Commercial Printing (laser printer, ink jet, etc.)*



Half-Tone Print Solution

Typical Usages: Newspaper Printing, Facsimiles



Reversed "The Silver Coin"

Typical Usages: On dark backgrounds



Reversed "The Copper Coin"

Typical Usages: On neutral-colored dark backgrounds



The Genuine Stone® Logo is versatile in that it can be used in various orientations and still carry the weight of the brand initiative.

The Coin

While the preferred usage is the full Genuine Stone® Logo, when necessary, it is acceptable to use the Coin by itself, however, it should never appear less than .5” edge to edge.



Horizontal or “Standard” Usage

This is the preferred usage for the Genuine Stone® Logo and should be used as long as the layout can accommodate its horizontal arrangement.



Vertical Arrangement

This solution should be used when a layout lacks horizontal space to accommodate the standard usage. The coin should be centered above the text an “E” height above “Genuine Stone”.



Each of the previously mentioned logos is available in a variety of file-format types on the Genuine Stone® Logo CD-ROM. Below you will find a description of the file types (listed by the file extension) and their most appropriate usages.

.eps

Recommended File Format Type

Typical Usages: Commercial Printing, Non-Commercial Printing

.jpeg or .jpg

Electronic File Format Type

Typical Usages: Power Point Presentations, Web Application, Email Application

.pdf

Alternative File Format Type

Typical Usages: primarily used when previous formats are unacceptable.

.bmp

Lower-Quality Output File Format Type

Typical Usages: Newspaper printing, Facsimile

.psd

Special Instances File Format Type

The .psd is an Adobe Photoshop file type that should only be used when absolutely necessary for adjustments or alternative file format types.

Typical Usages: Commercial Printing, Interactive Applications, Light-Colored or Textured Backgrounds

In order to maintain the essence of Genuine Stone's logo, it is important to apply the logo precisely and consistently. Always use the official artwork when reproducing the logo.

Do not reproduce the standard Genuine Stone® Logo less than 2", the vertical logo less than 1.5" and the coin less than .5" in width.

Do not stretch the Genuine Stone® Logo vertically.

Do not stretch the Genuine Stone® Logo horizontally.

For maximum impact, always leave a generous amount of space around the Genuine Stone® Logo.

Observe a protected space around the logo of at least .25"



Currently, each of the Genuine Stone® Logo formats includes a registered trademark ® next to the coin. However, there will be times when the name “Genuine Stone®” will be used inside a text document and it will be necessary to apply a superscript (reduced and elevated) registered trademark ® to the name. Additionally, if a registered trademark ® needs to be applied to the Coin please follow the appropriate directions below to ensure consistency.

Typeset

Typical Usages: Letter Correspondence, Body Copy, Power Point Presentation

Coin

Apply trademark to coin if there is a legibility issue. The trademark should be discriminantly placed in the lower right-hand corner of the coin and only as large as is absolutely necessary for readability. The baseline (bottom) of the trademark should align with the bottom of the coin and the right-side of the trademark should align with the right side of the coin.

... the Genuine Stone® brand is...

